Pakistan Journal of Life and Social Sciences
www.pjlss.edu.pk

RESEARCH ARTICLE

Guidelines for Communication in Public Spaces to Promote Social Strength: A Case Study of Kaeng Loeng Chan Subdistrict, Mueang Maha Sarakham District

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ARTICLE INFO	ABSTRACT
	The study aims to examine communication patterns in community public spaces and identify strategies that encourage social strength. This integrates literature on development policies, community-building, communication for development, and participatory social development. Conducting both qualitative and quantitative methods, and the data were collected via questionnaires from 283 individual samples, including in-depth interviews with ten elderly participants, ten youths, and five officials. The results show that effective communication in public spaces requires knowledge distribution through accessible and credible media, such as documentaries, motion pictures, and printed signs. Moreover, key aspects include health, education, state welfare, drug prevention, environmental conservation, and family relationships. Therefore, effective communication in community public spaces that expand social strength better concentrates on providing accessible, credible, and educational content through clear and engaging media, emphasizing practical knowledge on health, education, welfare, and environmental aspects, presented in straightforward and easily understandable forms.

INTRODUCTION

The life and development of human society depend heavily on communication, especially in politics, education, society, and culture. It promotes change and sustainable development by facilitating understanding between people and communities (Habermas, 1984; Castells, 2009). Effective communication is essential to human society since it encourages collaboration, adaptability, and understanding among individuals (Kesinee Chuthawichit, 2005). The goal of this study is to investigate communication patterns and effects among the Don Toom and Don Toom Samakki populations in Maha Sarakham province, which is situated in rural northeastern Thailand. The importance of communication in improving the standard of living for locals and the community's ability to adjust to changes on a local and global scale is highlighted (Rogers, 2003; McQuail, 2010). Effective communication is a vital resource that supports a community's adaptation in the face of swift social and economic change. It is essential for fostering mutual understanding and collaboration among communities, which advances sustainable development that satisfies changing societal demands (Castells, 2009). In the Don Toom community, which is situated in the Kaeng Loeng Chan subdistrict of Maha Sarakham province, communication is essential for navigating social, cultural,

and economic changes as well as for improving quality of life. These components are especially crucial in the complicated and fast-paced world of today (McQuail, 2010). Since communication plays a crucial role in promoting sustainable development in rural places like Don Toom, it is imperative to comprehend the significance of communication among communities. A community's livelihood and capacity to address social and economic issues are directly impacted by its internal and external communication skills. Access to high-quality information and its accurate interpretation enable communities to adapt to changes effectively in a period when knowledge is essential (Mossberger, Tolbert, & McNeal, 2008). At present, information and technology are developing at a very quick pace. Rural populations may find it difficult to adapt to these changes if they do not have access to contemporary communication tools. Thus, it is crucial to conduct a study on communication techniques and how they affect rural communities (Lievrouw & Livingstone, 2006). Sustainable community development depends on accurate and timely decision-making, which is improved by effective communication, which also reduces misunderstandings (Rogers, 2003; Hargittai, 2010). In the digital age, communication problems have changed significantly. In many communities, like Don Toom, communication tools like smartphones and the internet have become essential to day-to-day living. However, different demographic groups do not all have equal access to these technologies. Due to a lack of technology resources or expertise, some community members still face difficulties getting information (Mossberger et al., 2008). The community may become fragmented as a result of the information gap this disparity causes. Traditional village gatherings and group talks are still essential for inhabitants to share knowledge, even with the advent of contemporary communication technology. These kinds of gatherings are still useful for exchanging information, and more people, particularly younger, tech-savvy people, are using social media sites like Facebook and Line to spread news (Rogers, 2003). However, in many communities, relying exclusively on technology for communication might be problematic because of differences in members' access and technological proficiency. The goal of this study is to investigate integrated communication strategies that can improve community communication overall and close information gaps. In addition to fostering understanding and information sharing within the community, effective communication helps communities adapt and prosper in the face of regional and worldwide social and economic change. All community members are guaranteed to participate in decision-making and sustainable community planning when there is open and thorough communication (Castells, 2009). Positive partnerships between communities and outside organizations are also fostered by efficient communication. To promote collaboration and support in terms of resources and policy, communication between the community and the government or non-governmental organizations is essential. The foundation for long-term sustainability is laid by ensuring community participation in decision-making via open communication. To highlight the importance of communication in fostering sustainable community development, this study intends to examine the communication patterns within the Don Toom community. A community's ability to adjust to social, cultural, and economic changes is improved via communication, which is an essential tool. By examining the impact of communication in these communities, this research will help create guidelines for community development that are effective. These guidelines will include the creation of thorough and fair communication strategies that reduce information gaps and build stronger communities over time.

RESEARCH OBJECTIVES

1. Through better communication techniques, this study seeks to increase social cohesiveness and get a thorough understanding of the communication processes within the Don Toom community. The particular goals of this study are as follows:

Examine the communication patterns in the heart of Moo 1, Don Toom, Kaeng Loeng Chan Subdistrict, Maha Sarakham Province. The goal of this study is to develop a thorough grasp of the traits and communication styles that exist in this community.

2. To examine the central communication patterns that foster social cohesion in Moo 1, Don Toom, Kaeng Loeng Chan Subdistrict, Maha Sarakham Province: The objective is to determine how communication techniques support community cohesion and collaboration. 3. To propose appropriate communication strategies for the central area that can enhance the social strength of Moo 1, Don Toom, Kaeng Loeng Chan Subdistrict, Maha Sarakham Province: This objective will be based on the data and analysis obtained from the research to suggest effective communication practices that support social cohesion.

Expected Benefits

The goal of this research project's output is to create a communication strategy prototype for key locations that improve social cohesiveness. The goal of this plan is to improve the quality of life for people living in Don Toom, Kaeng Loeng Chan Subdistrict, Maha Sarakham Province. To provide fair access to information, the communication plan will emphasize community involvement by the tenets of Participatory Communication for Development. Via cooperative problem-solving and analysis grounded in participatory principles, an effective communication strategy will promote community cooperation and sustainability. There are two primary groups into which the anticipated advantages fall:

Academic Benefits

1. Enhanced Understanding: Especially in the setting of rural communities, the research will shed light on the phenomena and shifts in communication within the community's center. This will enhance comprehension of customary community communication methods.

2. Detailed Analysis: Using qualitative analyses from interviews with local leaders and residents, the study will provide precise information regarding communication patterns in key locations that foster social cohesion.

3. Reference for Development: At the local and national levels, the communication strategy that has been developed can be used as a model to improve communication in other communities, promoting social cohesion and sustainability.
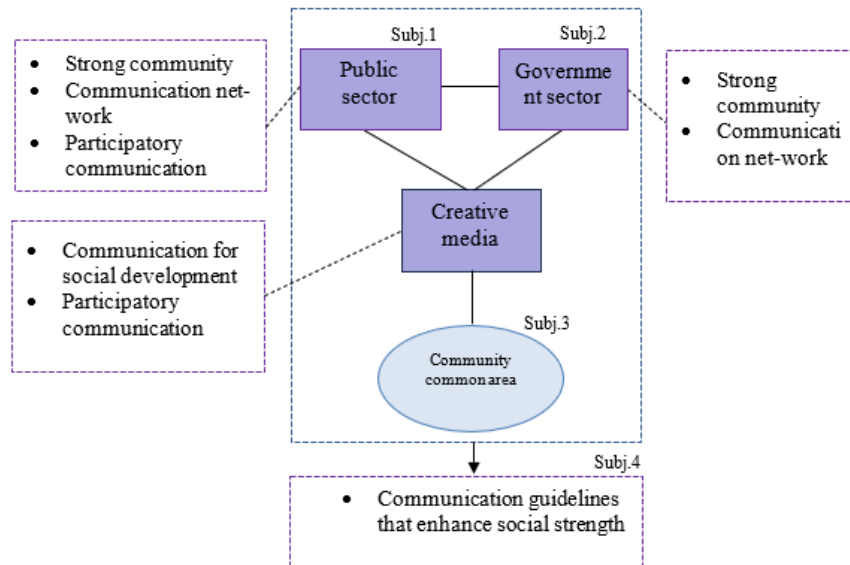
Community and Local Benefits

1. Knowledge Transfer: By sharing research results, the community will be able to learn and share ideas. Members of the community will be better able to comprehend the importance of communication in growth and use this understanding to fortify the community.

2. Management Guidelines: To improve social cohesion and well-being, particularly for children and youth who are the community's future, the research will offer a prototype communication strategy to the Subdistrict Administrative Organization and its residents.

3. Unified Community Response: The Don Toom community will be better able to unite and deal with upcoming issues in social, cultural, and economic facets if it has a methodical communication plan.

According to the objectives of this study, the conceptual framework is shown in Figure 1.

Figure 1: Conceptual Framework

RELEVANT DOCUMENTS AND RESEARCH

Concepts of Policy and Strategy

National Strategy: According to Thailand's development objective, the country should become "a stable, prosperous, and sustainable country that is developed." The Philosophy of Sufficiency Economy, which emphasizes sustainability and development that fits with social and economic conditions, is the driving force behind this development framework (Royal Gazette, 2018). Maintaining security, increasing competitiveness, developing human resources, fostering social equality and opportunity, encouraging environmentally friendly growth, and strengthening public administration systems are the six primary strategies that comprise the nation's development initiatives. According to the Ministry of Social Development and Human Security Strategy (2017), these initiatives seek to promote social peace and fortify communities in all spheres, offering a vital basis for long-term, sustainable national development.

Ministry of Social Development and Human Security Strategy: The Ministry of Social Development and Human Security's 20-year plan is centered on helping kids and young people reach their maximum potential so they can be ready to face the challenges of the twenty-first century. According to the Ministry of Social Development and Human Security Strategy (2017), this approach places a strong emphasis on developing learning settings for young people, managing resources, and utilizing new technology to maximize learning potential. By encouraging families and communities to assist in early childhood development, the strategy equips young people to handle obstacles in the future. According to Kamphon Petchlomtong, Surapha Aemsakul, and Thanattha Rojtanakul (2021), family and community development is essential, particularly when it comes to establishing safe and secure conditions for long-term growth.

Sustainable Urban and Environmental Development: Sustainable urban and environmental development encompasses the efficient use of natural resources and the creation of physical environments that enhance the quality of life. A sustainably developed city must allocate resources appropriately, manage waste in an environmentally friendly manner, and have infrastructure capable of accommodating rapid social and demographic changes. Additionally, sustainable urban development focuses on building strong relationships among community members, fostering social activities that enhance cooperation, and preserving local traditions and culture, which play a vital

role in creating a strong and sustainable society (Office of Public Participation Promotion, Department of Environmental Quality Promotion, 2018).

Sustainable Development Concepts: Sustainable development aims for progress at both national and community levels while preserving natural resources and promoting people's quality of life. The United Nations (UN) has introduced the Sustainable Development Goals (SDGs), covering crucial dimensions of development such as poverty eradication, good health promotion, quality education, and reducing social inequalities. These goals have been adapted to Thailand's context through the 20-year National Strategy and the 12th National Economic and Social Development Plan, focusing on creating an inclusive and sustainable society (United Nations Thailand, 2018).
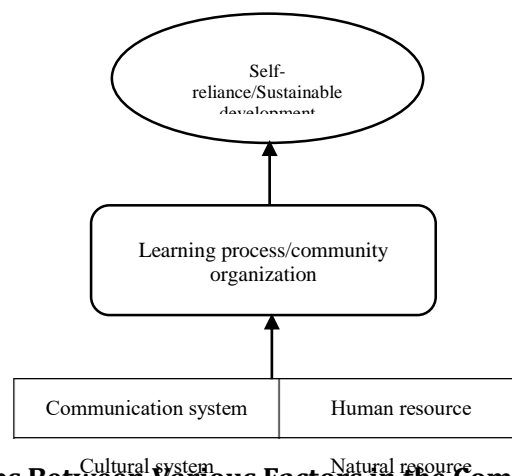
Concepts of Strong Community Building Processes

The concept of building strong communities focuses on enabling community members to participate in resource management, problem analysis, and seeking appropriate solutions for their community. This development of strong communities is a crucial part of sustainable development strategies, aiming for communities to cooperate in managing social, economic, and environmental challenges (Kamphon Petchlomtong, Surapha Aemsakul, and Thanattha Rojtanakul, 2021). Preparing communities to cope with social changes, such as demographic shifts and the transition to an aging society, is part of sustainable and efficient development. This concept emphasizes strengthening communities and managing social welfare to meet changing needs (McQuail, 2010).

Concept of Communication for Social Development

Communication for social development focuses on utilizing communication processes as tools to drive social change. It aims to encourage community members to participate in the development process, whether in content creation, planning, or producing media that reflects the community's needs. This type of communication emphasizes the central role of public participation, which enhances the effectiveness and sustainability of development efforts (Surasit Witthayarut, 2006; Phanom Kli Chaiya, 2006). Moreover, the involvement of local officials and community members in developing media and communication processes is essential for fostering collaboration at the community level. This engagement ensures that development is sustainable and reflects the cultural and social context of the community (Rogers, 2003).

Relationships between key factors for development. is shown in Figure 2.

Figure 2: Relationships Between Various Factors in the Community: Key Factors for Development

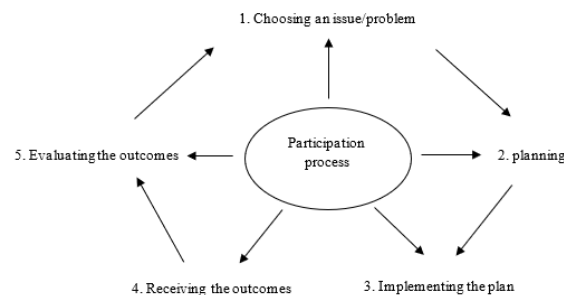Source: Adapted from Kesinee Juthawijit. 2005: 89

In an era where communication is more open and participatory, communication for development must shift from a focus on one-way communication to creating communication networks in which the public plays a vital role in owning the process. This approach allows community members to receive information quickly and in real time, leading to sustainable development and strengthening the community. Participatory communication not only adheres to the theory of communication for development but also provides opportunities for the public to play a significant role in driving their development and change (Karnikara Pengprang and Kanjana Kaewthap, 2005; Rogers, 2003).

Concept of Communication Networks

The concept of Communication Networks focuses on connecting individuals or groups through the exchange of information. Communication networks can be divided into two main types: Emergent Communication Networks and Prescribed Communication Networks (Monge & Contractor, 2003). Emergent networks are informal communication systems that arise from spontaneous interactions among community members, while prescribed networks have structured roles and clear communication pathways defined by social mechanisms or organizations (Leavitt, 1964). The linkage between these two types of networks plays a crucial role in promoting communication within communities and organizations, especially in fostering shared understanding and supporting decision-making. These networks facilitate comprehensive information exchange and participation among group members, as illustrated by Roger & Kincaid (1981), who demonstrated the flow of communication in communities and organizations. Understanding the roles of both types of communication networks enhances management efficiency and promotes effective development at both the community and organizational levels (Yubol Benjarongkij, 1991).

Concept of Participatory Communication for Social Development

Participatory Communication for Social Development is a process that emphasizes the involvement of all sectors of society in the communication process. Participants are not merely recipients of information but also co-creators and disseminators of that information. This type of communication enables citizens to genuinely engage in decision-making and development processes, fostering sustainable development. Participatory communication enhances shared understanding and empowers communities to effectively address social and economic challenges (Karnnika Pengprang and Kanjana Kaewthep, 2005). Research from various projects focusing on participatory communication processes has shown that providing opportunities for citizens to access information and participate in media production fosters shared responsibility and promotes acceptance of development processes. Diverse participation through communication enables community members to develop the social skills, knowledge, and understanding necessary to tackle the issues they face. Additionally, it enhances cooperation and information sharing within the community, which are crucial elements for sustainable development (Rogers, 2003). The Participatory Communication steps are shown in Figure 3.

Figure 3: Steps in Participatory Communication

Concept of Research Scope and Study Area

Kaeng Leung Jan Subdistrict, Maha Sarakham Province, is considered an important area for social science research due to its diversity in geography and demographic characteristics. This area features a lowland and upland landscape, with an elevation of approximately 150-200 meters above sea level and a total area of 34.85 square kilometers. The subdistrict comprises 17 villages, each exhibiting distinct social and economic characteristics, making it a fascinating subject for socio-economic and development research (National Research Office, 2017). In terms of resource management and community participation, Kaeng Leung Jan has established several civil society organizations, such as local scout groups and anti-drug assemblies. These groups play a crucial role in enhancing social stability. The collaboration among civil society in this area fosters cooperation between communities and promotes comprehensive development across various dimensions, including social issue prevention and human resource development (Anchalika Srisuwan, 2020). Water resources in Kaeng Leung Jan consist of several natural water sources, such as rivers, ponds, dams, and wells, which are vital for maintaining ecological balance and supporting agriculture, the primary occupation of residents. Studying water resource management in this subdistrict is essential, as these resources directly impact food security and the sustainability of local natural resources (Suthinee Srisawat, 2018). Moreover, the infrastructure in Kaeng Leung Jan is well-equipped to support educational and public health development. The area has five primary schools and two secondary schools, ensuring accessible education for the population. Access to education is a key factor that promotes youth development and directly influences the creation of the knowledge and skills necessary for future economic growth (Office of Maha Sarakham Primary Educational Service Area 2, 2019). Additionally, the presence of a community health-promoting hospital and several temples is significant in supporting both physical and mental health, as well as preserving cultural beliefs that play an important role in the community's life. Researching the role of temples and hospitals in this context is thus crucial from a social science perspective, especially regarding health promotion and cultural strength (Narongsak Jantana, 2019). The research in Kaeng Leung Jan therefore encompasses a comprehensive scope covering geography, society, economy, and culture, focusing on understanding the factors that influence community stability and sustainability across multiple dimensions. This area has the potential for sustainable development in education, public health, and natural resources in the future, its aerial view and physical characteristics are shown in Figures 4 and 5.

Figure 4: Aerial View of the Don Toom Community Area

Figure 5: Physical Characteristics of the Multipurpose Building in Moo 1, Don Toom Community

RESEARCH METHODOLOGY

The process of this study consists of seven main steps, including a Preliminary Study to collect essential community data via field surveys and document reviews. The field study concentrates on understanding the physical characteristics of the central area, while the document study examines communication patterns, community empowerment concepts, and social development theories over one month. The Data Analysis and Research Planning step includes hypothesis creation, research framework design, and variable identification related to central area communication, ensuring the study's direction and methodology are indicated. Research Instrument Design and Development, requires creating tools such as in-depth interviews and questionnaires to collect villagers' communication patterns, along with physical surveys to document the area's identities. However, before proceeding further, Ethical Approval is obtained to ensure compliance with human research standards. Furthermore, the data collection is then conducted in two phases which are: Phase 1) A two-month pilot study to test research tools and improve the study plan. Phase 2) Two months of actual data collection using the finalized tools. In addition, the data analysis stage synthesizes results to meet the study's objectives of analyzing central area communication patterns and proposing strategies to increase social resilience. Moreover, the research concludes with reporting and refinement, and the findings are: First Community Meeting presented for feedback, followed by a phase for improving, summarizing, and recommending enhancements to communication strategies, and Second Community Meeting is conducted to share the adapted findings and evaluate the impact of this study.

RESULTS

This study presents research findings regarding communication patterns within the central area of the community and the development of communication strategies that promote social resilience in Don Toom Village, Keng Loeng Jan Subdistrict, Maha Sarakham Province. The research aims to gain a deeper understanding of community relationships and the need to support activities related to sustainable development. The analysis results can be divided into two main points:

Analysis of Communication Patterns within the Central Area of the Community

From the data analysis, it was found that the communication patterns within the central area of Village 1, Don Toom, vary significantly based on the context of the area. Communication and the organization of activities in this community are heavily influenced by the physical environment. For instance, the central area is limited in size and located in a zone with high traffic and noise levels. This situation restricts certain types of community activities that require tranquility, such as meetings or cultural events that demand a quiet atmosphere, as nearby traffic creates noise that disrupts the effective use of the space.

The adaptation of the community's central area according to its physical characteristics highlights the need for designing spaces that are conducive to communication and the organization of various activities. Such designs should promote community participation and support social resilience. The planning and use of these areas must consider sustainability and appropriateness to ensure effective communication and engagement within the community.

Communication Structure of Don Toom Village, Moo 1: The analysis reveals that the communication structure within Don Toom Village, Moo 1, primarily emphasizes communication through community leaders, utilizing informal channels such as face-to-face discussions and digital communication platforms like LINE or other messaging apps. Additionally, traditional media, such as loudspeakers and community meetings, are employed to disseminate important information or announcements.

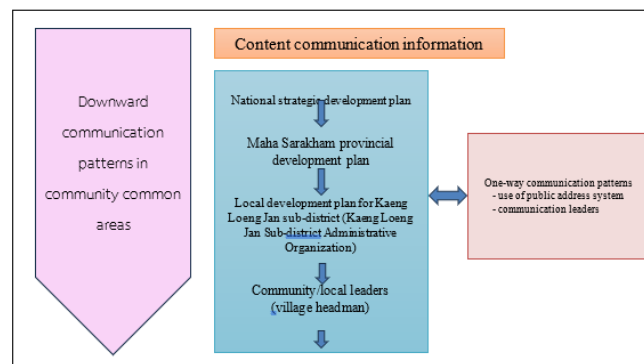In the S-M-C-R (Sender, Message, Channel, Receiver) communication process:

Sender: Community leaders or government agencies act as the main senders, employing a top-down communication style. This includes announcements made via loudspeakers or the distribution of newsletters.

Message: The content typically focuses on government policies or information beneficial to the community, such as news about welfare programs and community development projects.

Channel: The communication channels used encompass traditional media (like loudspeakers and community meetings) and digital platforms (such as LINE).

Receiver: Residents respond to the received messages with interest and engage in community activities.

Outcomes and Impacts of Communication in the Community: The use of participatory and diverse communication channels has significantly enhanced the effectiveness of communication within the community. Community leaders and government agencies can better respond to the needs and challenges faced by the residents. This improvement contributes to sustainable and efficient community development. Access to information through various communication channels increases residents' understanding of issues and ongoing development projects, leading to heightened participation and more informed decision-making. Communication patterns within the common area of the community are shown in Figure 6.

Figure 6: Communication Patterns Within the Common Area of the Community

Analysis of Communication Approaches in Public Spaces to Strengthen Social Cohesion

Developing communication strategies in public spaces to enhance social cohesion within the community requires consideration of several important factors. These can be summarized into five key points:

Community Participation in the Communication Process: Community participation is essential for fostering strength and sustainability. The communication process should create opportunities for community members to play significant roles at every stage, from planning and content creation to information dissemination:

Genuine Participation: The community should act both as recipients and creators of messages. Involvement at all stages of planning and media production ensures that the content is relevant and aligns with the actual needs of the community (Rogers, 2003).

Control of the Process: The influence of external senders should be minimized, while community control should be enhanced. The community should have the freedom to make decisions regarding the content, frequency, and format of communication to foster a sense of ownership and genuine participation (Monge & Contractor, 2003).

Access to Media: The media used should be easily accessible to the community, utilizing familiar technology or techniques. Emphasizing key information in multiple contexts can increase awareness and engagement (Leavitt, 1964).

Improving Access to Information: Printed materials should be designed considering the comprehension levels of the population, potentially using illustrations, maps, or practical symbols to enhance clarity and ease of understanding (Surasit Wittyarat, 2006).

These elements of participation and process control enable communities to build internal strength and pursue sustainable development.

Community-Driven Information Production: Involving the community in the production of information is a crucial factor in enhancing the effectiveness of communication within public spaces:

Community-Produced Content: When communities participate in creating media content, the information disseminated aligns more closely with their actual needs and issues. This relevance improves the effectiveness of communication and problem-solving (Rogers, 2003).

Utilization of Local Materials and Technologies: Employing local materials and technologies in media production fosters sustainability in the communication process. It reduces dependence on external resources and enhances understanding and acceptance within the community (Monge & Contractor, 2003).

Communication Effectiveness: Information produced by the community is often more accessible and meaningful. This is because the media is designed to resonate with the community's understanding and context (Karnikar Pengprang and Kanchana Kaewthep, 2005).

Integrating information production into community processes strengthens the community, enabling them to recognize and fully utilize the benefits of the information.

Desired Communication Formats in Community Spaces: To develop and enhance social cohesion through communication in public spaces, it is essential to utilize diverse media that effectively meet the community's needs:

Visual Educational Media (Documentaries): Documentaries are a powerful communication tool, as they present complex information in an easily understandable format. This approach appeals to a wide range of audiences, making it effective for community education (Leavitt, 1964).

Printed Media (Informational Signage): Informational signage serves as a reminder and helps create awareness, especially in public areas. Signs conveying safety information or beneficial community data can enhance collective understanding and action (Monge & Contractor, 2003).

Utilizing both types of media can significantly improve access to information and knowledge within the community, fostering inclusive participation across all demographic groups.

Key Communication Topics Desired by the Community

Communication in public spaces should encompass critical issues related to community development and social cohesion:

Health Care: Promote the use of visual media to educate the community about health care and healthy behaviors. This approach supports overall community well-being and enhances individual fitness (Rogers, 2003).

Education: Raise awareness of the importance of education through effective communication and diverse learning media. This effort aims to support educational development within the community (Karnikar Pengprang & Kanjana Kaewthep, 2005).

Government Welfare: Provide information on state welfare programs to ensure that community members can access their rights and benefit from available welfare opportunities to the fullest (Surasit Wittyarat, 2006).

These key topics will empower the community to address issues effectively, contributing to sustainable community development and resilience.

Methods for Presenting Content in Public Spaces

The presentation of content in public areas should be diverse to effectively reach and address the varying needs of the community:

Direct Presentation: Utilizing storytelling or chronological explanations helps the audience clearly understand the content (Leavitt, 1964). This straightforward approach makes complex information more accessible.

Problem-to-Solution Presentation: This method starts by outlining a problem and then demonstrating solutions, providing the audience with a systematic overview of the problem-solving process (Monge & Contractor, 2003). It engages the community by showing practical applications of information.

Use of Examples or Simulations: Incorporating real-life examples or simulated scenarios enhances the audience's understanding of how to apply information in real-life situations (Rogers & Kincaid, 1981). This practical approach fosters a deeper connection with the content.

By employing these diverse presentation methods, communication becomes more tailored to community needs, thereby maximizing effectiveness and engagement. In addition, communication strategies in the common area that promote community strength are shown in Figure 7.
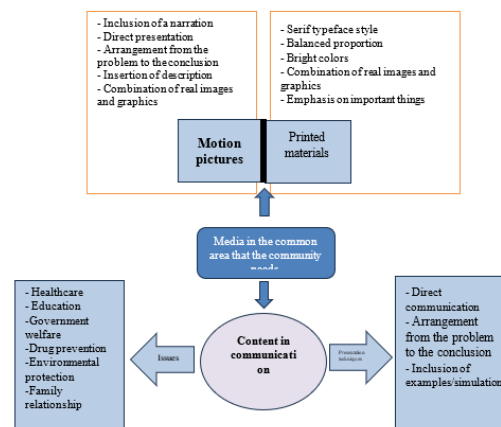

Figure 7: Communication Strategies in the Common Area that Promotes Community Strength

DISCUSSION

The findings of this research highlight the crucial role of communication in public areas of the community in strengthening social cohesion, particularly in Don Toom village, Kaeo Leng Jan Subdistrict. Communication serves as an essential tool that enables community members to connect and engage in sustainable development. Open communication that allows villagers to participate both as recipients and creators of messages is vital for fostering a sense of ownership and shared responsibility in the development process. This sense of ownership strengthens the relationships among community members, making them feel empowered to influence the direction of their community, leading to a stronger and more sustainable community (Castells, 2009; McQuail, 2010).

One significant finding is that community-focused communication can genuinely facilitate participatory development processes. When community members are involved in every step of the communication process—from planning and content creation to disseminating information—they gain a deeper understanding and appreciation for development processes, which fosters a strong sense of ownership of various community projects. This aligns with the concept of Participatory Communication, which emphasizes public involvement in decision-making and media creation (Karnikara Pengprang & Kanjana Kaewthep, 2005). Such participation ensures that the information shared is relevant to the community's actual needs, enabling development that is appropriate and effective in the community's specific context.

Another clear point from the research is the need to develop and utilize diverse communication channels. Traditional communication methods, such as loudspeakers or community meetings, still play a significant role in rural communities with limited access to digital technology. However, increasing the use of digital media alongside traditional communication methods can expand access to information, especially for younger generations familiar with technology. Utilizing digital technology in communication helps overcome information access limitations, allowing communities to receive timely and comprehensive information. This finding resonates with the views of Lievrouw and Livingstone (2006), who emphasize the role of new media technology in public communication processes, increasing access to target audiences at both local and national levels.

The research also underscores the importance of contextually relevant communication that meets the specific needs of the community. The variety of communication issues, such as health care, education, state welfare, drug prevention, and environmental protection, are relevant to the community's needs. Focusing communication on these topics can promote development that aligns with the unique contexts of each community. Content that resonates with the community's needs enhances the significance and impact of communication, increasing participation (Rogers, 2003).

Furthermore, the findings emphasize the importance of building partnerships between community leaders and residents. Successful communication requires establishing trust between parties. Community leaders play a vital role as intermediaries in communication, while residents should be encouraged to engage in collaborative thinking, planning, and implementation. This type of cooperation will enhance unity within the community and promote sustainable development (McQuail, 2010).

In the future, developed communication strategies should focus on utilizing diverse media, including digital technologies that are appropriate for the community's context. Moreover, emphasizing community participation in planning and producing media content will be a crucial factor in building social strength within the community. An open and participatory communication process will help communities adapt and sustainably develop in the long term (Mossberger, Tolbert, & McNeal, 2008).

CONCLUSION

1. The community's potential and the physical environment of Moo 1, Don Toom, exhibit clear characteristics in managing public spaces, specifically a multipurpose building designed according to standard specifications. This building features an open layout on three sides and a roof; however, the space has limitations due to its location in a high-traffic area with significant noise from six roads passing nearby. This affects the usage of the space for community activities, such as meetings or activities requiring tranquility. In terms of communication patterns, it was found that community leaders play a crucial role as primary communicators. Most communication within the community primarily occurs informally, such as through discussions and consultations among community members. However, there is a lack of diversity in the choice of communication channels that are effective and cover the entire audience.

2. From the analysis of communication patterns under the S-M-C-R (Sender, Message, Channel, Receiver) framework, it was found that:

1) **Sender**: Communication from community leaders predominantly uses a one-way communication model, which is less effective. In contrast, two-way communication that occurs during community meetings demonstrates greater success.

2) **Message**: The majority of the content pertains to government policies and community development; however, it lacks specific content that addresses the actual needs of the community members.

3) **Channel**: The selected communication channels are not diverse, relying on traditional methods such as loudspeakers or home visits for message dissemination.

4) **Receiver**: Although some recipients may be slower to receive information than others, once the information reaches them, most villagers tend to share similar thoughts and attitudes.

This analysis indicates that participatory communication that allows citizens to play a more active role will effectively promote community development and social cohesion.

3. To propose communication strategies in public areas that promote social cohesion in Community No. 1, Don Toom, Kaeo Leng Jan Subdistrict, Mahasarakham Province. This research proposes communication strategies that address the needs of the community, focusing on the following content areas:

1) Health Care: Emphasize providing knowledge about maintaining physical and mental well-being, and promoting positive relationships within the community through holistic health care.

2) Education: Provide knowledge on how to apply educational insights in daily life to foster happiness and progress in the community.

3) State Welfare: Provide information about various welfare services offered by the government to ensure that community members can access rights and opportunities equitably.

4) Drug Prevention: Offer information and raise awareness about drug prevention within the community, targeting individuals, families, and the community as a whole.

5) Environmental Conservation: Promote the preservation of natural resources and sustainable use of the environment to mitigate the impact of environmental degradation.

6) Building Family Relationships: Focus on promoting understanding and unity within families, which will lead to the overall stability of the community.

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